


## 2015 Newport News Fall Festival of Folklife Country Store

BOOTH INFORMATION	
BOOTH NAME (for nameplate—example, “Don’s Famous Sauce Hut”):	
CRAFT DESCRIPTION (for nameplate—example, “Hot & Spicy BBQ Sauces”):	



POSTMARK  
DEADLINE  
WEDNESDAY,  
APRIL 1,  
2015

**BEFORE MAILING, HAVE YOU . . .**

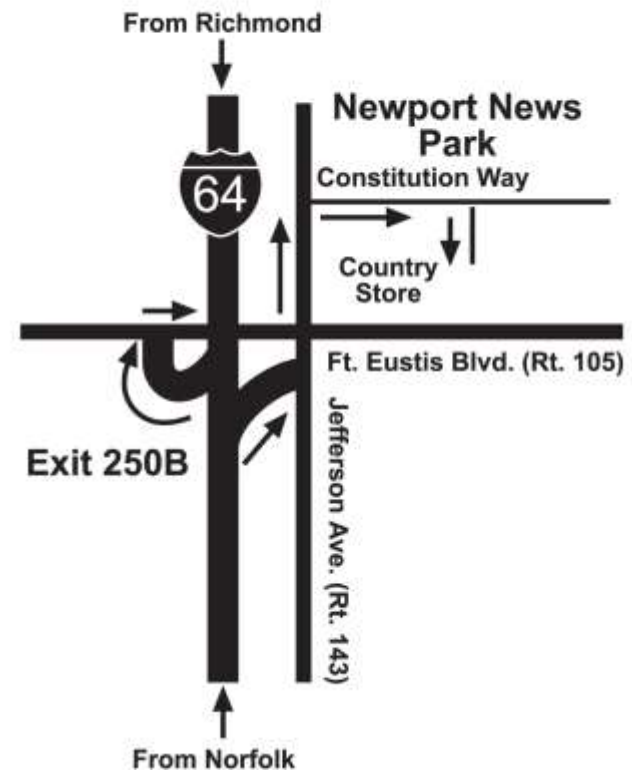
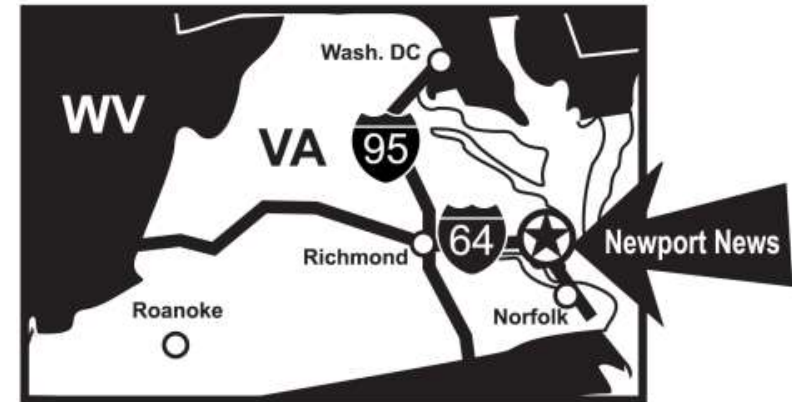
- Read the **ENTIRE** application brochure?
- Enclosed the completed application?
- Enclosed the non-refundable \$10 application fee made payable to the City of Newport News?
- Enclosed a photo if this is your first time applying?
- Enclosed a business-size, self-addressed, stamped envelope?
- Signed and dated the application form?



## HOW TO APPLY

READ!	Read this entire brochure and application form, even if you've applied in previous years—procedures often change, and failure to carefully follow instructions may affect acceptance.
APPLY	<p>If this is your first time applying for the Country Store, please enclose a photo of your merchandise/display. Brochures about your merchandise may also be included.</p> <p>There is a \$10, non-refundable application fee which must accompany the application. Make checks payable to the City of Newport News. A \$35 fee will apply for checks returned by the bank, and acceptance is revoked until fee and booth payment is received. Make check payable to City of Newport News.</p> <p>A self-addressed, stamped envelope of standard business size (#10 or smaller) must accompany the application. This envelope will be used for notification of acceptance or non-acceptance.</p>
MEET DEADLINE	<b>Postmark deadline for your entry is Wednesday, April 1, 2015.</b> It is the responsibility of the applicant to make sure we receive your application. If you are concerned, send your application certified/return receipt requested to verify delivery.
RECEIVE NOTIFICATION	<b>Notice of acceptance or denial will be mailed by Monday, June 15, 2015.</b> Decisions of the Selection Committee are final. Because of the jurying process, the Newport News Fall Festival does not maintain a waiting list.
MAKE PAYMENT	There is a \$10, non-refundable application fee which must accompany application form. Upon acceptance, all exhibitors must send <b>a check or money order for their booth space(s), \$150 per space, postmarked by Friday, July 10, 2015.</b> Exhibitors may elect to reserve two spaces for their booth (\$300 for double spaces). Failure to meet this deadline will imply cancellation by the exhibitor—reminders will not be sent. A \$35 fee will apply to any check returned by the bank. Acceptance is revoked until booth payment and fee are paid. Make checks payable to the City of Newport News.
RECEIVE ASSIGNMENT	Booth assignments and important <b>set-up information will be mailed by Friday, September 4, 2015.</b> If you change your address at any time during the application process, please notify us immediately.
MAKE PLANS	Information on special discounted rates for crafters, exhibitors and their guests at local hotels will be included with your set-up information—make your reservations early!
ASK!	Contact us if you have questions. Please call the Department of Parks, Recreation & Tourism at (757) 926-1400, Monday-Friday, 8:00 a.m.-5:00 p.m., or e-mail <a href="mailto:festivals@nngov.com">festivals@nngov.com</a> .

HOW TO  
FIND US . . .



Need information about hotels, camping,  
or local attractions?

Call 1-888-493-7386

Newport News Visitor Center

[www.newport-news.org](http://www.newport-news.org)

## THE NEWPORT NEWS FALL FESTIVAL IS . . .

- A celebration of the crafts, folk entertainment, and trades that have been passed down from generation to generation
- Craft and trade demonstrations in the Heritage Area, country-inspired merchandise in the "Country Store," the "Juried Crafts" area where craft artisans compete for prizes, the "Marketplace" with a wide array of handmade crafts, a Food Court with both traditional and unusual festival foods, an old-fashioned Children's Area with hands-on crafts, and multiple stages of entertainment featuring folk music, dancers, and performers to delight all ages
- Held the first full weekend each October on Saturday and Sunday
- Set in a wooded area of the beautiful, 8,000-acre Newport News Park
- Over 250 local, regional, and national crafters
- Over 70,000 visitors each year
- Presented by Newport News Parks, Recreation & Tourism

## THE COUNTRY STORE IS . . .

A selection of country-inspired merchandise, including seasonal produce items (fruit, vegetables, plants, etc.) and unique packaged specialty food items (jellies, herb mixes, sauces, candy, etc.).

The Country Store area is also exhibit space for old-fashioned, "general store"-type merchandise (candles, pet items, unique household wares, clothing, etc.).

Country Store vendors do not compete for prizes in individual categories, but do compete for the \$200 "Country Store Best Display" award.

Call (757) 926-1400 if you have questions about which area you would fit in best.



## RULES FOR COUNTRY STORE AREA (save this information for future reference):

EXHIBITOR STANDARDS	<p>All merchandise must be "country inspired." This includes seasonal produce items (fruit, vegetables, plants, etc.) and unique packaged specialty food items (jellies, herb mixes, sauces, candy, etc.). The Country Store area is also exhibit space for old-fashioned, "general store"-type merchandise (candles, pet items, unique household wares, clothing, etc.). Other items will be considered on a case-by-case basis. The Newport News Fall Festival of Folklife strives for merchandise diversity, festival spirit, and quality when selecting exhibitors.</p> <p>Failure of accepted Exhibitors to display the type of work shown in photographs or described in application may result in dismissal from the Festival without a refund, and may affect future Fall Festival acceptance and participation. Any items of work not listed in the application, not acceptable, and/or not approved by the Selection Committee during the selection process must be removed from the show. All articles and displays must be in good taste with no reference to race, ethnic, gender, sexual, or religious prejudice. No obscene items will be allowed.</p>
SELECTION COMMITTEE	<p>An independent Selection Committee will review the applications for acceptance/non-acceptance. Decisions of the Selection Committee are made during a one-day review and deliberation session, and the Committee will not re-convene once decisions are made—all decisions of the Committee are final. The Selection Committee's criteria for admission into the show is based on how the applicant meets the above-stated Exhibitor Standards. The Selection Committee reserves the right to remove any merchandise from the show which does not meet the Standards. A new Selection Committee is formed each year, so acceptance and non-acceptance one year does not mean automatic acceptance/non-acceptance the following year or in the future.</p>
EXHIBITOR SPACES & ELECTRICITY	<p>Each space will be approximately 10'x10' in a wooded area of the park along a paved pathway. Double booths will be approximately 10'x20'. Exhibitors are encouraged to develop frontal-only displays to reduce congestion. A new booth site plan is created each year. Unfortunately, we cannot guarantee requests for specific booth sites. Booth assignments will be mailed by Friday, September 4, 2015. Electricity is <u>not available</u> in the Country Store area. Exhibitors should bring all of their own set-up and display equipment. Only battery-powered generators are permitted.</p>
WEATHER	<p>There is no rain site or rain date. The Festival and all booths will remain open unless Festival Staff determines the conditions to be severe. Exhibitors should come prepared with suitable materials to protect their work; closing your booth may result in rejection for future festivals.</p>

SET-UP TIMES & PROCEDURES	<p>Show dates are October 3 &amp; 4, 10:00 a.m. to 5:00 p.m. daily. Set-up dates are Friday, October 2 from 12:00 noon to 5:00 p.m. and October 3 from 6:30 a.m. to 8:30 a.m. Exhibitors must provide all of their own set-up and display equipment. Vehicles may not remain in the exhibit area. Each exhibitor will receive one parking pass per booth space for a designated parking area. Additional passes may be purchased during set-up (\$10.00 each, good for both days). Pets and bicycles are not permitted in the Festival area. For safety reasons, some vehicles may be denied access to pathways (large motor homes, unmaneuverable trailers, vehicles with excessive weight, etc.).</p>
TAXES	<p>Each exhibitor is responsible for applicable tax. Contact the Department of Taxation at (757) 594-7489 if you have any questions.</p>
JUDGING	<p>Judging will begin at 10:00 a.m. on Saturday, October 3. A bright marker will be left at your booth once the judge has visited, and the announcement of winners will be made on Saturday as soon as the final decisions are made, usually by 3:00 p.m. Ribbons for the winners will be awarded on-site once the judge's decisions are made.</p>
MANNING OF BOOTH SPACE	<p>All exhibitors must be prepared with sufficient inventory to display for the duration of the show and must preside over their exhibits during all festival hours, rain or shine.. Staff will not tent sit for any reason due to liability. It is strongly recommended that you bring a friend or family member to assist you with set-up, breakdown, and to man your booth during breaks and re-stocking.</p>
NO REFUND POLICY	<p>An application is a commitment to show when accepted by the Selection Committee. No refunds will be made for cancellation by the exhibitor after notification of acceptance or for removal from the Festival. In addition, no refunds will be given if Festival Staff determines it is necessary to cancel the Festival for any reason.</p>
RIGHTS	<p>Newport News Parks, Recreation &amp; Tourism reserves the following rights: 1. To review all displays throughout the show to ensure that all rules are being followed; 2. To not be responsible for any loss, theft, or damage; 3. To refuse any work considered unsuitable or inappropriate; 4. To change space assignments if deemed necessary; 5. To change an applicant's category/section according to show standards; 6. To limit the size/type of vehicles allowed access to paved pathways and where conditions are not suitable for vehicles; and, 7. To dismiss exhibitors from the 2015 event and exclude them from future festivals for failure to comply with Festival rules and regulations.</p>

42nd Annual  
**Newport News**  
**Fall Festival**  
*of Folklife*



Country Store  
APPLICATION



Show Dates: October 3 & 4, 2015

Application Due: April 1, 2015

Newport News, Virginia

42nd Annual  
**Newport News**  
**Fall Festival**  
*of Folklife*



Newport News Parks, Recreation & Tourism  
Fountain Plaza Two  
700 Town Center Drive, Suite 320  
Newport News, VA 23606  
1000-350-37-3710-552010